

ATMOSPHERIC AIR POLLUTION IN UKRAINE

Yulia Trubitsyna, student

Alona Reshetchenko, Teacher (Ecology), Research Advisor

Nina Minina, Teacher, PhD (Philology), Language Consultant

O. M. Beketov National University of Urban Economy in Kharkiv

The atmosphere plays a major role in the global, regional and local transfer of pollutants and pollution of the natural environment. The increasing of anthropogenic impact is weakening the natural process of self-cleaning in the atmosphere, which leads to the accumulation of harmful contaminants that cause its pollution (chemical, radioactive, biological, thermal and electrostatic). The global effects of atmospheric pollution have resulted in the accumulation of greenhouse gases in it and in the ozone layer loss. At the regional level, this has led to the oxidation of moisture in the atmosphere and the acid fallout, and to increasing in the concentration of ground ozone, which has greatly worsened the quality of air. Every year, industrial and motor transport enterprises of Ukraine throw 17 million tons of harmful substances into the atmosphere (300 kg per each inhabitant of Ukraine). In 13 cities there is a high level of air pollution. This is caused by the increased content of specific harmful substances, as well as the content of nitrogen dioxide and dust. Long-term pollution of atmospheric air with sulfur dioxide, carbon oxides, nitrogen and other substances has the destructive effect on human health.

The main sources of atmospheric air pollution are: automobile and other types of transport; industrial and metallurgical enterprises; thermoelectric power stations (TPCs); chemical and cement plants.

The largest anthropogenic pressure on the atmospheric air is caused by metallurgical enterprises, which pollute air by the emissions of sulfur, nitrogen, carbon monoxide and methane. These enterprises cause great damage to the airspace, resulting in the appearance of acid fallouts. Of the total emissions, 80% of chemicals and their compounds have a greenhouse effect and the negative impact on climate change. Among them there are carbon monoxide, sulfur dioxide, methane, nitrogen dioxide, non-methane volatile organic compounds, ammonia, nitric oxide, chlorofluorocarbon, carbon dioxide, and others. Together with the source gases of thermoelectric power stations, such pollutants as sulfur oxides, nitrogen, solids, toxic elements with their impurities, arsenic, large metals and hydrargyrum enter the atmosphere.

Among the main negative effects of atmospheric pollution are: greenhouse effect, ozone hole, acid rains, increasing of general sickness rate of the population.

Atmospheric air is one of those components of the environment, which state influences the health of people. All the living creatures that are forced to migrate in the search of cleaner environment, also suffer from air pollution. This results in imbalances of ecosystems.

Thus, the measures that society must implement to protect the air are as follows:

- minimization and prevention of emissions of harmful substances into the atmosphere through the use of environmental filters by industrial enterprises;
- switching to the operation of eco-friendly transport and home appliances;
- controlled recycling of waste, especially for household waste combustion;
- introduction of integrated "green" (eco-friendly) alternatives that would be useful not only for air but also for human health (for example, encouraging people to use bicycles as it is useful both for environment and for health);
- development of environmentally-friendly legislation and programs.

Thus, in order not to deteriorate the state of the atmosphere, it is necessary to reduce negative air emissions and to introduce the system for monitoring gas emissions and other pollutants.

References:

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UDC 659.126

LOGO IN ADVERTISING

Kristina Us, student

Svitlana Zubenko, Associate Professor, PhD (Philology), Language Consultant
O. M. Beketov National University of Urban Economy in Kharkiv

The logo is one of the most popular and widely used graphic and marketing concepts of modern time.

Since advertising in any region and country of the world is a rather important phenomenon of social, cultural and linguistic reality, the study of the graphic language of advertising messages is also a very important issue, since the quality of graphic content of advertising largely influences the quality of advertising and the economic performance of the manufacturer.

The use of the logo in advertising, of course, requires constant scientific support, since almost every month a number of graphic images appear in international advertising practice.